

MOTION BY SUPERVISOR DON KNABE

June 24, 2014

The County of Los Angeles will sponsor its 36th Charitable Giving Campaign (CGC), a voluntary, employee-led fundraising drive to help those in need. “It Starts with You” remains as the theme of the 2014 Campaign.

Every year, County employees exhibit a spirit of philanthropy and compassion as they contribute toward causes that support the County’s mission to enrich lives through effective and caring service.

Currently, donations are made voluntarily through payroll deduction to one of seven, Board-approved Fund Distribution Agencies (FDAs)—Asian Pacific Community Fund, Brotherhood Crusade, Community Health Charities of California, EarthShare California, United Latino Fund, United Way of Greater Los Angeles, and Variety: the Children’s Charity of Southern California. Employees also have the option to designate their donation to a specific nonprofit charity agency of their choice.

Alongside with employee payroll deductions, Charitable Giving Department Coordinators spearhead fundraisers to raise monetary contributions for the Campaign. Examples of such fundraisers include: sporting and entertainment events, theme park admissions and tickets to the Los Angeles County Fair.

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RIDLEY-THOMAS _____

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The annual training workshop for Department coordinators will be held on July 15, 2014, and the Executive Kickoff breakfast will take place August 12, 2014, at the Music Center. The wrap-up meeting for Department coordinators will be held on February 25, 2015.

Last year, County employees contributed more than \$1.0 million dollars to the Charitable Giving Campaign. These funds provided health and human services to underserved communities throughout Los Angeles the County.

This Campaign supports two key goals of the County's strategic plans. Funds raised by County employee contributions maximize the effectiveness of operations to support efficient public services, as well as opportunities to improve community outcomes while leveraging resources through the continuous integration of health, community, and public safety services.

The Charitable Giving Campaign begins July 1, 2014 and continues through December 31, 2014.

I, THEREFORE, MOVE THAT THE BOARD:

1. Approve "It Starts with You" as the 2014 theme of the County's Charitable Giving Campaign;
2. Encourage all County employees to support the voluntary effort by signing up for payroll deduction or increasing their monthly contribution;
3. Authorize departmental fundraising activities and other special events in support of the annual Charitable Giving Campaign;
4. Request that Department Heads and their designated representatives oversee at their sites all fundraising sales, including reviewing and collecting daily receipts to ensure compliance with County Charitable Giving Campaign standards;

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5. Waive Countywide fees for setup and other support by the Internal Services Department for fundraising activities in support of the 2014 Charitable Giving Campaign excluding the cost of liability insurance;
6. Waive parking fees in the amount of \$900 (excluding the cost of liability insurance) for 45 cars at the Music Center on Tuesday, July 15, 2014 for department coordinators to attend the annual training workshop;
7. Waive parking fees in the estimated amount of \$1,000 (excluding the cost of liability insurance) for 50 cars at the Music Center on Tuesday, August 12, 2014 for persons attending the annual kickoff breakfast for the Campaign; and
8. Waive parking fees in the amount of \$900 (excluding the cost of liability insurance) for 45 cars at the Music Center on February 25, 2015 for department coordinators to attend the wrap-up meeting.

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